



The EP Academy was established to provide individuals with in-depth training, of the fundamen-tals of good business in Canada. Our 4-week program lays the foundation for the successful launch of an entrepreneurial business and helps keep small businesses on track. This is crucial for newcomers to Canada, entrepreneurs starting a new business or managing a small business as well as single-practitioner service providers..

**Course Description** (Course Duration: 4 weeks)

**Areas of Instruction:**

Leadership  
Goals  
Purpose  
Action

**Understanding your Purpose:**

Concept of Values  
Culture  
Belief System  
Principles  
Processes

**Financial Management Principles:**

Cash Flow  
Risk Assessment & Solutions  
Tax Mitigation  
Investment Opportunities  
Retirement  
Estate Planning

**Marketing and Sales:**

Marketing Opportunities  
Sales Skills  
Your sales story  
Targeted Marketing

**Branding:**

Value of your brand  
Creating a personal brand  
Building brand equity

**Pricing:** Regular - \$299 + HST



**Course Benefits**

This is an in-depth workshop teaching the basic fundamentals of a small business start-up.

You will learn and understand the underlying core values of good business practices and elevate your knowledge base for greater success and increased opportunities.


You will learn how to lay the proper financial foundation to ensure success in the long term.

You will discuss and determine the vital and crucial steps inherent in the building of a successful business.

You will now know what questions to ask to ensure proper support.

Knowledge is power and this course study will empower you to build a successful business.

**Faculty**

Cheryl Bedard 

Olutoyin Oyelade, D. Mgt

Yannick Le Fang PRM

Workshop series are interactive and flow progressively, Participants must commit to attending all segments of the course

## Class Details

### Foundations & Application of Everyday Leadership

Understanding your Purpose (Concept of Values, Culture, Belief System, Principles, Processes)

#### Benefits

When you truly articulate your purpose and share it with your employees it helps all to make decisions reflective of the known purpose. This is leadership at its simplest. Creating a sense of shared responsibility and ownership. When the team has a feeling of ownership they become invested in the company and its ultimate success becomes their success.

Knowing how to identify possible difficulties with employees and knowing how to manage these difficulties and bring them to a successful conclusion will enhance your ability to stay focused on the growth of the company.

### Designing the Organization: Business Management

Business Plan, Product Definition, Organizational Infrastructure, Stakeholders Management

#### Benefits

Just the exercise of sitting down and writing out the business plan, product definition, organisational structure, and reviewing your stakeholders' and managers' needs will help you truly understand your business and what is necessary to build success. When you share this with your staff and all are on the same track and judging their actions against the same criterion then the company will run smoothly and the shared goals will create a sense of well being, understanding and order. There will be a harmony of purpose.

### Financial Management

Cash Flow Risk, Assessment & Solutions, Tax Mitigation Investment Opportunities Retirement, Estate Planning

Financial Planning and company structure are the basis of a successful business. There are many considerations and decisions to make as you build your business. Making the right choices today can avoid confusion and problems in the future. Having the right platform from which to grow your business is essential to your future sustainable growth and survival. Decisions you make today will impact your tax bill in the future. The structure you create before you make money will be acceptable, only if it exists before income production, if instituted after money is earned, it will be considered tax evasion. Knowledge is the greatest gift you can be given when you are building your business. Managing risk and developing plans to compensate for the vagaries of life as well as ensuring you have a good retirement plan, succession plan, and a plan for the estate you wish to leave to your loved ones, covered by proper wills, gives you peace of mind and then you can focus on building a successful business.